



DIVISION OF  
CORPORATION FINANCE

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

May 29, 2015

Marion Freijssen  
Chief Operating Officer  
EFactor Group Corp.  
1177 Avenue of the Americas, Suite 5060  
New York, New York 10036

**Re: EFactor Group Corp.  
Preliminary Information Statement on Schedule 14C  
Filed May 13, 2015  
File No. 000-51569**

Dear Ms. Freijssen:

We have reviewed your May 21, 2015 response to our comment letter and have the following comment.

Please respond to this comment within ten business days by providing the requested information or advise us as soon as possible when you will respond. If you do not believe our comment applies to your facts and circumstances, please tell us why in your response.

After reviewing your response to this comment, we may have additional comments. Unless we note otherwise, our references to prior comments are to comments in our May 19, 2015 letter.

Discussion of the Reverse Split of the Company's Capital Stock

Purpose of the Reverse Split, page 5

1. We note your response to prior comment 2. Please revise your information statement to discuss your plans with respect to the proposed transaction as described in your response, or advise. In revising your document, please refer to Rule 135 of the Securities Act.

Marion Freijsen  
EFactor Group Corp.  
May 29, 2015  
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Please contact Ji Shin, Attorney-Advisor, at (202) 551-3579, or in her absence, me at (202) 551-3457 with any questions.

Sincerely,

/s/ Maryse Mills-Apenteng

Maryse Mills-Apenteng  
Special Counsel

cc: Richard I. Anslow, Esq..  
Ellenoff Grossman & Schole LLP